THE MINISTER OF INFORMATION AND BROADCASTING (SHRIMATI SUSHMA SWARAJ) : (a) to (d) Central Government as facilitated access of the film industry to institutional finance by including "Entertainment Industry including films" as an 'approved activity' under 'industrial concern' in the Industrial Development Bank of India Act 1964, which has made it possible for Industrial Development Bank of India to finance projects of the film industry. In addition, the Reserve Bank of India has issued guidelines to commercial banks to facilitate the financing of film related projects. Government has also removed restrictions on Foreign Direct Investment in films to promote legal inflow of funds to this sector.

As per Reserve Bank of India guidelines, commercial banks may finance production of films of producers with good track record subject to certain conditions. The Reserve Bank of India guidelines state that ordinarily producers are required to bring in at least 25% of the project cost as promoters contribution and they also tie up with the distributors and receive advances as per usual practices to cover 35% to 40% of the budget. It has thus been stipulated in the guidelines that bank advances would be for the balance requirement of 35% to 40% of the cost. However, in deserving cases where the Banks are quite comfortable with the project as well as the background of the producers, the financing can be increased upto 50% of the project cost on merits.

Committee to check surrogate advertisements

1995. SHRIMOOLCHANDMEENA:
DR.TSUBBARAMI REDDY:
PROF. M. SANKARALINGAM:

Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

(a) whether Government have set-up a Committee to monitor surrogate advertisements which are an offence and invite severe punishment;

(b) if so, the main functions of this Committee;

(c) whether four channels have been told to stop liquor advertisements;

(d) if so, the details of the decision taken by the Committee; and

(e) to what extent her Ministry has acted against the surrogate advertisements?

THE MINISTER OF INFORMATION AND BROADCASTING (SHRIMATI SUSHMA SWARAJ) : (a) to (e) Yes, Sir. The Government has constituted a Committee under Section 20 of the Cable Television Network (Regulation) Act 1995 to take cognisance *suo moto* or look into specific complaints regarding violation of the Advertising Code as defined in Rule 7 of the Cable Television Network Rules 1994, which may arise out of the ban on advertisements, which promote directly or indirectly production, sale or consumption of cigarettes, alcohol etc. and recommend action as deemed necessary in accordance with the provisions of the Act.

On the recommendations of the Committee, show cause notices were issued to four channels, for telecasting surrogate advertisements of liquor products and violating the provisions of Rules 7(2)(viii) of the Advertising Code of the Cable Television Networks Rules, 1994. These channels have since sent their replies and confirmed that they had stopped the concerned advertisements, till the matter is further examined. At its second meeting, the Committee has decided to issue show cause notices to channels displaying eight advertisements, which *prima facie,* appear to violate the Advertising Code.

Guidelines on objectionable advertisements and publications

†1996. SHRI RAJIV RAN JAN:

SINGH 'LALAN':

SHRI KAPIL SIBAL:

Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

(a) whether Government have evolved any system to stop the broadcasting of objectionable advertisements and publications in the country;

(b) if so, whether any guidelines have also been issued to identify such objectionable advertisements, publications and broadcasts; and

†Original notice of the question was received in Hindi.